

## 6 Tactics to Retain Exhibitors:

1. Eliminate pain points: cost, confusion, lodging, and shipping.
2. Rewards Program: local discounts, perks, discounted sponsorships.
3. Hospitality during set-up and break-down.
4. Minimize pages and fine print in exhibitor kit.
5. Consult all year long: be available on social networks.
6. Make your event a "lead machine."  
Be a matchmaker.

